PRINCE EDWARD ISLAND

1988 CRUISE SHIP SURVEY

Department of Tourism and Parks
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1988 CRUISE SHIP SURVEY

DEPARTMENT OF TOURISM AND PARKS

Foreword

This report presents findings obtained from a survey of cruise ship vacationers and crew members who visited Prince Edward Island from June 9 - October 10, 1988.

The survey focused on the activities of the passengers and crew while ashore, their likes and dislikes and their suggestions for improvement in visitor services.

It is hoped that the data (which is not restricted to specific users) will be used by individuals familiar with the limitations of its application. The information will be used within the Department as part of its ongoing economic sectoral analysis.

The Department is indebted to Abegweit Shipping and to March Shipping for their cooperation.

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1988 CRUISE SHIP SURVEY

HIGHLIGHTS

This summary provides information on the impact of cruise ship visits to Prince Edward Island in 1988.

How many ships visited P.E.I. in 1988?

Six different vessels visited P.E.I. in 1988: The Jason, The Illyria, the Royal Viking Sea, the Sagafjord, the Dawn Princess and the Society Expedition. The ships made a total of 35 visits to Prince Edward Island--9 to Summerside and 26 to Charlottetown. In total, 9881 passengers and crew members visited the Island during the four-month period.

How much did they spend in P.E.I.?

Over 89% of the passengers and 44.2% of the crew went ashore while visiting P.E.I. Their expenditures in the Province were estimated at $218,172. Thirty-four percent (34%) or $74,178 of this spending was on handcrafts and souvenirs, and 44.5% or $97,086 was spent on clothing and other items in stores. Service and maintenance costs for all ships totaled $133,020. Total passenger and ship expenditures amounted to $351,192.

Did the passengers enjoy the bus tour?

More than 59% of the parties interviewed took the bus tour; of these, 98.8% indicate that they enjoyed the tour. Respondents commented favorably on the scenic country-side, the bus-tour guide, the lobster dinner and the Island people. Some passengers suggested that the bus tour should be shorter; others would like more time during the bus tour to take photographs.

Why did passengers rent taxis?

Approximately 12.8% of those interviewed rented taxis. The main reasons were to travel to downtown Charlottetown, to return to the ship and to go to the beach.

Who took a walking tour of Charlottetown?

About 8.6% of respondents took an organized walking tour of Charlottetown; 100% of these indicate that they enjoyed the tour, especially the friendly people, the cleanliness of the city, Province House, the churches and the clean, green city parks.

What comments did passengers make about their visit to P.E.I.?

Respondents indicate they enjoyed the scenery, the people, the lobster dinner and the bus tour. Many think Prince Edward Island rates as the best stop on the cruise; others state they would like a shorter bus tour, more time to shop for crafts and a detailed map of the city's craft shops and attractions.

What suggestions were made to improve the stopover on P.E.I.?

Sixty-two percent (62%) of the respondents would prefer to spend an additional day in P.E.I. during their cruise. Also, they would like more information about the Province before arriving in port. They suggest that more P.E.I. literature be made available before arrival. They would like a video of outstanding attractions in Charlottetown and Summerside.
Other suggestions include a bus tour of craft shops, a tour of significant buildings and an overnight stay to see the 'Anne of Green Gables' play.

Will cruise ship passengers revisit P.E.I.?

More than 72% indicate a desire to revisit P.E.I., their reasons being to see more of P.E.I., to go to the beach, to bring their families to P.E.I. and to see the plays at the Confederation Centre.

How long, on the average, did passengers spend ashore?

The estimated average time ashore was 6.6 hours.

1988 CRUISE SHIP SURVEY

Passengers and Crew

June 9 - October 10, 1988

1. a) **Expenditures in P.E.I. by Passengers and Crew**

Expenditure Category	Expenditure	%
Rented transportation	$ 13,745	6.3
Food and beverage in stores	13,308	6.1
Alcholic beverages	6,327	2.9
Meals and beverages in restaurants	10,036	4.6
Recreation and entertainment	3,491	1.6
Handcrafts and related merchandise	74,148	34.0
Other, ie. clothing	97,087	44.5
Total Expenditure	$218,172	100.0

b) **Average Expenditure per Person**

Average expenditure = $ 22.00

c) **Did you Keep a Log of Your Expenses?**

Response	Number	%
Yes	45	12.7
No	310	87.3
Total	365	100.0

d) **Cruise Ship Service Costs**

Service Category	Expenditure	%
Bus tours	$ 22,000	16.5
Ships' agent	52,500	39.5
Garbage collection	1,425	1.1
Line handling	10,500	7.9
Medical	3,500	2.6
Lobster dinner	43,095	32.4
Total Expenditure	$133,020	100.0

2. a) **Did you Take a Bus Tour During your Visit?**

Response	Number	%
Yes	244	59.8
No	164	40.2
Total	408	100.0

b) **Did you Enjoy Your Tour?**

Response	Number	%
Yes	241	98.8
No	3	1.2
Total	244	100.0

c) **What did you Like About the Tour?**

Responses	Number	% of Total Responses
Scenic countryside	145	29.1
Excellent tour guide	61	12.5
Lobster dinner	26	5.3
Friendly people of P.E.I.	21	4.3
Neatness and beauty of farms	19	3.9
Modern comfortable bus	14	2.9
P.E.I. history given by guide	9	1.8

Also mentioned were Green Gables, the Experimental Farm, the beaches and the entertainment at the lobster dinner.

d) **What did you Dislike About the Tour?**

Responses	Number	% of Total Responses
There wasn't enough time to take pictures.	3	0.6
Too much time was spent at Green Gables.	1	0.2
The tour was too long.	1	0.2

3. a) **Did you Rent a Taxi While on the Island?**

Response	Number	%
Yes	52	12.8
No	356	87.2
Total	408	100.0

b) **Why did you Rent a Taxi?**

Responses	Number	% of Total Responses
To go downtown Charlottetown	23	22.1
To return to the ship	12	11.5
To tour P.E.I. independently	6	5.8
To go to the beach	3	2.9
To go to Cavendish	2	1.9
To sightsee in Charlottetown	1	1.0
To ship lobsters	1	1.0

4. a) **Did you Take a Walking Tour of Charlottetown (organized tour)?**

Response	Number	%
Yes	35	8.6
No	373	91.4
Total	408	100.0

b) **Did you Like the Tour?**

Response	Number	%
Yes	35	100.0
No	0	0.0
Total	35	100.0

c) **What did you Like About the Tour?**

Responses	Number	% of Total Responses
Friendliness of the people	5	7.1
Cleanlinesss of the city	5	7.1
Good way to see the city	4	5.7
Architecture of buildings	3	4.3
Province House	3	4.3
The churches	3	4.3
Confederation Centre	3	4.3
Older houses on the route	3	4.3
Clean, green city parks	3	4.3

5. a) **Do You Have Any Comments You Would Like to Make About Your Visit?**

Response	Number	% of Total Responses
Yes	345	84.6
	63	15.4
Total	408	100.0

b) **Positive Comments and Suggestions About P.E.I.**

Responses	Number	% of Total Response
Enjoyed the scenic beauty	109	15.8
Liked the friendly people	54	7.8
Prefer to stay longer	21	3.0
Like to return to P.E.I.	18	2.6
Enjoyed the lobster dinner	17	2.5
Liked the old city buildings	13	1.9
Liked Charlottetown	6	0.9
Great tour guide on the bus	6	0.9
Best stop on the cruise	6	0.9
Enjoyed Green Gables	5	0.7
Well-organized bus tour	5	0.7
Liked Confederation Centre	4	0.6
Liked St. Dunstan's Basilica	3	0.4

c) **Negative Comments and Suggestions About P.E.I.**

Responses	Number	% of Total Responses
Confusing to have signs on houses	7	1.0
Should have more organized outdoor activities	4	0.6
Should have bus tour stop at a farm	3	0.4
Should have more time to shop	2	0.3
Should be more craft shops in Charlottetown	2	0.3
Disliked entertainment at lobster dinner	1	0.1
Prefer a shorter bus tour	1	0.1

6. a) **What Suggestions can you Make to Improve Future Cruise Ship Stopovers?**

Responses	Number	% of Total Responses
Spend more time on P.E.I.	25	2.0
Provide bus from ship to city	8	0.7
Improve the lobster dinner	7	0.6
Provide a map of city attractions	6	0.5
Have the bus tour stop at craft shops	5	0.4
Offer a shorter bus tour	5	0.4
Provide information on P.E.I. before arrival	5	0.4
Better directions before leaving the ship	4	0.3

Responses	Number	% of Total Responses
Have a tour of significant buildings	4	0.3
Provide Photographic stops on bus tour	3	0.2
Should be more unscheduled time	3	0.2
Schedule activities well ahead of time	2	0.2
Sell crafts and souvenirs on the wharf	2	0.2
Make city map in Visitors Guide larger	2	0.2
Stay long enough to see 'Anne' play	2	0.2

b) **Would you Like to Have a Longer Stopover in P.E.I.?**

Response	Number	%
Yes	256	62.9
No	152	37.1
Total	408	100.0

c) **How much longer would you like to stay?**

Over Sixty-two percent (62.7%) of parties interviewed indicated they would like to stay, on the average, an additional 29 hours in Prince Edward Island.

7 a) **Do you Plan to Visit Prince Edward Island Again?**

Response	Number	%
Yes	296	72.5
No	112	27.5
Total	408	100.0

b) **Reasons for Revisiting Prince Edward Island?**

Responses	Number	%
To see more countryside	87	40.5
To admire the scenic beauty	46	21.4
To go to the beach	22	10.2
To experience the Island hospitality	21	9.7
To bring family to P.E.I.	10	4.7
To enjoy lobster and seafood	7	3.3
To see Confederation Centre plays	7	3.3
To visit relatives in P.E.I.	5	2.3
To see P.E.I. in the off-season	5	2.3
To visit Charlottetown	5	2.3

c) **Reasons for not Revisiting P.E.I.**

Responses	Number	%
Never make a repeat visit to an area	10	1.2
Too old to travel anymore	9	1.1
Too far from home	7	0.9
Not interesting enough	2	0.2
Leaving Canada to live elsewhere	1	0.1

8. a) **Average Number of Hours Spent Ashore:**

Average per party = 6.6 hours

PRINCE EDWARD ISLAND DEPARTMENT OF TOURISM & PARKS

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Cruise Ship|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_|_| Day 16|_|_| Month 18 |_|_|

1. a) Please estimate your expenditures in Prince Edward Island, including all credit card purchases and spending by children.

a) rented transportation	20|_|_|_|
b) food and beverage in stores	23|_|_|_|
c) alcholic beverages	26|_|_|_|
d) meals and beverages in restaurants	29|_|_|_|
e) recreation entertainment	32|_|_|_|
f) handcrafts and other related merchandise	35|_|_|_|
g) other (specify)	38|_|_|_|

b) For how many people do your expenditures apply? 41|_|_|

c) Did you keep a log of your expenses? 1) yes 2) no 43|_|

2. a) Did you take a tour bus during your short visit to Prince Edward Island? 1) yes 2) no 44|_|

(If No, proceed to question 3)

b) Did you enjoy the tour? 1) yes 2) no 45|_|

c) What did you like or dislike about it?

i) _____ 46|_|_|

ii) _____ 48|_|_|

3. a) Did you rent a taxi while in Prince Edward Island? 1) yes 2) no 50|_|

(If NO, proceed to question 4)

b) Why did you rent a taxi?

i) _____ 51|_|_|

ii) _____ 53|_|_|

4. a) Did you take a walking tour of Charlotttetown? 55|_|

(If NO, proceed to question 5)

b) Did you enjoy the tour? 1) yes 2) no 56|_|

c) What did you like or dislike about it?

i) _____ 57|_|_|

ii)_____ 59|_|_|

5. Do you have any comments you would like to make about your short visit to Prince Edward Island? 1) yes 2) no 61|_|

(If NO, proceed to question 6)

Comments: i._____ 62|_|_|

ii._____ 64|_|_|

6. a) What suggestions can you make to improve future cruise ship stopovers?

i) _____ 66|_|_|

ii) _____ 68|_|_|

iii) _____ 70|_|_|

b) Would you like to have a longer stopover in P.E.I.? 1) yes 2) no 72|_|

(If NO, proceed to question 7)

How much longer? _____ hours 73|_|_|

7. Do you plan to visit P.E.I. again? 1) yes 2) no 75|_|

Why or why not?

i) _____ 76|_|_|

ii) _____ 78|_|_|

8. Please approximate how many hours you spent ashore during this trip? _____ hours 80|_|_|

Methodology

The survey was conducted at Charlottetown and Summerside, the two ports of call. Passengers and crew were interviewed onboard ship after as they had returned from their trip ashore. A total of 408 parties were interviewed. A breakdown of the schedule of cruise ship visits and number of interviews is listed below.

Date of visit	Ship	Port of call	No.of interviews
June 09	Jason	Charlottetown	14
June 16	Jason	Summerside	14
June 22	Illyria	Charlottetown	08
June 23	Jason	Charlottetown	10
June 28	Illyria	Charlottetown	09
June 30	Jason	Summerside	02
July 06	Illyria	Charlottetown	13
July 07	Jason	Charlottetown	16
July 12	Illyria	Charlottetown	21
July 14	Jason	Summerside	05
July 20	Illyria	Charlottetown	14
July 21	Jason	Charlottetown	20
July 26	Illyria	Charlottetown	15
July 28	Jason	Summerside	05
Aug 03	Illyria	Charlottetown	25
Aug 04	Jason	Charlottetown	20
Aug 09	Illyria	Charlottetown	15
Aug 11	Jason	Summerside	05
Aug 17	Illyria	Charlottetown	22
Aug 18	Jason	Charlottetown	19
Aug 23	Illyria	Charlottetown	20
Aug 25	Jason	Summerside	05
Aug 31	Illyria	Charlottetown	15
Sept 01	Jason	Charlottetown	12
Sept 08	Jason	Summmerside	02
Sept 15	Jason	Charlottetown	08
Sept 18	Royal Viking Sea	Charlottetown	11
Sept 22	Jason	Summerside	02
Sept 29	Jason	Charlottetown	-
Sept 30	Dawn Princess	Charlottetown	17
Oct 04	Society Expedition	Charlottetown	-
Oct 06	Jason	Summerside	07
Oct 07	Sagefjord	Charlottetown	15
Oct 08	Dawn Princess	Charlottetown	12
Oct 16	Royal Viking Sea	Charlottetown	10
			408

The information obtained from the interviews was weighted to reflect the impact of cruise ship visitation to Prince Edward Island. The table below provides a breakdown of total visitor statistics.

Category	Number/%
Total Passengers	8527
Total crew	5119
Total passenger and crew	13646
Total passengers going ashore	7620
% of total passengers	89.4%
Total crew going ashore	2261
% of total crew	44.2%
Total passengers and crew going ashore	9881
% of total passengers and crew	72.4%